

***Photocopy tales:
Publications and visual essays***

MENTOR

Santiago Reyes Villaveces

GUEST

Manuel Ángel Marcia (visual artist and research student, Goldsmiths, London)

DATES

19th-23rd October (deadline for application submission **15.09.2015**)

LANGUAGE

English

PARTICIPATION FEE

€ 570 (including accomodation and half-board)

TOPICS / TAGS

temporality, visual narratives, artist books, publications, art works reproductions, art history narratives, participation, personal archive, graphic design

MODULE OUTLINE

The bulk of contemporary content production, in its quantitative rush and value production, tends to stand on the principle that information must be understandable and verifiable in itself, that it must be already pregnant with its own explanation, in order to be consumed and used in the production of other content. Graphic media, editorial processes and means of production are conceived as second order tools which privilege and facilitate content of informative nature. This narrows the narrative potential as well as the scope of graphic media and editorial processes.

This theoretical and practical module aims to approach the editorial and graphic production processes as generators of signification and meaning, while placing an emphasis on visual narratives. It addresses three lines of work: development of experimental visual narratives, editorial processes and means of production and circulation of publications. To narrow down the vast universe of the work lines proposed by the module, the workshop focuses on the possibilities of image production and reproduction offered by photocopying. As an cheap and easy manipulation medium, photocopying allows the development of exercises proposed throughout the module, while avoiding the digital, chemical and mechanical image production methods.

The module is designed for visual professionals interested in further exploring visual narrative practices and editorial processes.

SCHEDULE

October 21st

morning

Guided tour to Cittadellarte, including the Pistoletto, Arte Povera collections and temporary exhibitions (curated by Luca Furlan).

afternoon

Exercise 1 "Self presentation", part 1:

Using only photocopies, participants have 60 min to build a presentation of themselves through means of a visual narrative (min. 15 pages).

The result will be discussed in a round table.

After the discussion, each participant will edit the exercise of another participant.

Reading: Andre Malraux, "*The museum without walls*", in *The voices of silence* Princeton, Princeton University Press, 1978.

October 22nd

morning

Discussion of the text by André Malraux, *The museum without walls*.

Screening: Marker, Chris, *La jetée* (1962).

afternoon

Introduction to concepts for an editorial project.

"Self presentation", part 2:

Participants have the possibility to complement and edit the first version of their own exercise. The second version will then be discussed with the group.

Reading: Aby Warburg, *Mnemosyne*, Madrid: Akal, 2010.

October 23rd

morning

Exercise 2 "Chapter 2·3/4":

Using only photocopies, each participant should elaborate a narrative related to art history.

afternoon

Binding workshop.

Discussion of Exercise 2 "Chapter 2·3/4"

Reading: Walter Benjamin, *The storyteller*, in *Walter Benjamin: Selected Writings, Volume 3: 1935-1938*, Harvard University press, 2004.

October 24th

Morning and afternoon

Introduction to print production processes

Exercise 3 "Book":

Using only photocopies, participants should produce a visual narrative book.

October 25th

morning and afternoon

Introduction to distribution channels for publications.

Final discussion and presentation of the final version of "Book", "Chapter 2:3/4" and "self presentation" exercises.

evening

Regueton Party

REFERENCES

The mentor will prepare a reader for participants with key texts, some of which will be discussed during the week

<http://subsumption.org/>

Andre Malraux, *The museum without walls* (translation of *Le Musée Imaginaire*, 1947), in *The voices of silence*, Princeton University Press, 1978.

Vilém Flusser, *Writings* (Andreas Strohl, Editor), Minneapolis: University of Minneapolis Press, 2002.

Keith A. Smith, *The book as a physical object*, in *A Book of the Book*, New York: Granarybooks, 2000.

Aby Warburg, *Mnemosyne*, Madrid: Akal, 2010.

Walter Benjamin, *The storyteller*, in *Walter Benjamin: Selected Writings, Volume 3: 1935-1938*, Harvard University Press, 2004.

Videos

Marker, Chris, *La Jetée* (1962), <https://vimeo.com/42460300>

MENTOR

BIOGRAPHY AND STATEMENT

Santiago Reyes Villaveces, Bogotá, Colombia.

Education

2009 Bachelor of Fine Arts, with emphasis in Visual Arts, art theory and history
Universidad de los Andes, Bogotá, Colombia

2007-2008 Academic exchange program Universidad de São Paulo, Escola de Comunicações e Arte. São Paulo, Brasil.

Teaching

2013-2015 Lecturer professor, "Infographics", "Writings and mediations" and "Transmedia workshop", Universidad Javeriana, Department of Communications Bogotá, Colombia.

2013-2011 Lecturer professor, "Graphics 3-Visual narratives", Universidad Jorge Tadeo Lozano, Art Department, Bogotá, Colombia.

2010-2013 Lecturer professor, "Visual Culture" and "Portafolio workshop", La Salle College, Bogotá, Colombia.

2009 Lecturer professor, "contemporary art", "modern art", Taller 5, Bogotá, Colombia.

PROJECTS (selection)

2015, *Contramuro*, Instituto de Visión Gallery. Bogotá, Colombia.

2014, *Traino*, Cavallerizza Reale of Turin. Turin, Italy.

2014, *Repertorio*, spazio In primo luogo. Turin, Italy.

2014, *Nós Ninguém*, Nacasanova Gallery. Sao Paulo, Brazil.

2013, *ArteBA 2013*, La agencia, Buenos Aires, Argentina.

2013, *Desequilibrio y movilidad*, Nuevos nombres (Unstable and movement, New Names) 2013 Banco de la República. Bogotá, Colombia.

2013, 43 Salón (Inter)nacional de Artistas, Ministerio de Cultura. Medellín, Colombia.

2012, *El año pasado (Last Year)*, Galería Valenzuela Klenner. Bogotá, Colombia.

2009, Proyecto *Monumetria* (Participating with the group DELENGUAAMANO). Pinacoteca de Estado de São Paulo. São Paulo, Brasil.

PUBLICATIONS (selection)

2015, Santiago Reyes Villaveces and Eugenio Valdez Editors, *Caro is or isn't*, Ministry of Culture Colombia, Bogotá, Colombia (in press).

2014, Santiago Reyes Villaveces Editor, *The Wolf , Anecdotes about my Workshops on Creativity*, Caro Antonio, Cisneros Fontanals Art Foundation, Miami.

2009, Gilberto Mariotti, Néstor Gutiérrez y Santiago Reyes, *Monumetria*, DELENGUAAMANO, Pinacoteca de Estado de São Paulo. São Paulo, Brasil.